

Subject: Only in Hollywood Summer 2016 Newsletter

From: "Hollywood Property Owners Alliance"

<DevinStrecker@list.hollywoodbid.org>

Date: 06/20/2016 06:02 PM

To: <HEDlines@list.hollywoodbid.org>

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DEVIN TAIT STRECKER

Director of Communications & Social Media

[Hollywood Property Owners Alliance]

6562 Hollywood Boulevard | Los Angeles, CA 90028

323.463.6767 | devin@hollywoodbid.org | onlyinhollywood.org

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Presenting Hollywood Pop! A New Pop-Up Park Demonstration Project

On May 20th, the Sunset & Vine District officially launched Hollywood Pop! with a community event, complete with food, music, and fun. The semi-permanent pop-up, commissioned by the BID and design-built by LA-Más, is a park installation and a year-long living laboratory to explore the future of public space in Hollywood. The park features colorful cartoon-like furniture pieces and amenities like seating, tables, landscaping, shade, and wayfinding signage.

One of the main goals of the project was to collect data and feedback from the community to help inform future Hollywood placemaking initiatives. Through interactive feedback boards and in-person interviews, information was collected from a diverse range of residents, professionals and visitors. Respondents were asked how they believe



The community was invited to a grand opening of Hollywood Pop! on May 20. (Photo by Devin Strecker)

public space could be improved throughout Hollywood, with a focus on site-specific amenities, wayfinding, and mobility.

Park Specific: The unveiling of the park revealed that the majority of the community wanted a more extensive amount of seating and shade. Also repeatedly mentioned was

the need for a space that was more secure and that emphasized the Hollywood culture. Specific amenities, such as the need for landscaping and water drinking fountains, were often expressed.

Wayfinding Specific: Comments surrounding the wayfinding structures signaled that directions should include specific nightclubs and grocery stores, as well as an emphasis on popular sites such as Amoeba Music.

Mobility Specific: One of the main concerns of the community was the safety of the areas they are walking and taking transit to and from. A significant portion of notes focused on the need for policing and monitoring of parks and bus stops. The majority of participants noted that Hollywood is in need of public spaces where they could take breaks and rest, ultimately encouraging them to take public transit and explore the community more often.

Hollywood Pop! is just an introduction to future public space projects from the BID. We hope, based on the feedback and success of this installation, to advance the streetscape agenda through additional public realm improvements throughout Hollywood.

-MATTHEW SEVERSON

LA City Launches Sidewalk Repair Plan

Last month, the LA City Council passed a comprehensive plan to repair the City's crumbling sidewalks. The "fix and release plan" is poised to repair sidewalks city-wide, whether or not sidewalk damage was caused by tree roots, before passing off future maintenance responsibility to property owners.

Under the program, property owners who opt to repair sidewalks themselves will be reimbursed for roughly half of the average cost per square-foot of repairs during the first 3 years of the program. To help jump start the program, the City will also waive all permitting fees.

Sidewalks repaired by the City will have a 20-year warranty for residential properties and 5-year warranty for commercial properties to cover any negligence caused by the City. The program is expected to launch in July of this year.

-MATTHEW SEVERSON

Hollywood Community Plan: The Sequel

A walk through the newsletter archives reveals a front page article in the July 2012 issue of HEDLine News. The title proclaims, "Hollywood Community Plan Passes" and describes the long eight-year journey to the unanimous approval by the Los Angeles City Council on June 19, 2012. The plan outlined policies to protect historic and residential neighborhoods while allowing density along transit corridors. It also aimed to increase green space and reduce traffic through encouraging public transportation options. It was a much needed improvement to the existing plan, last updated in 1988 – a time that pre-dates the invention of the World Wide Web.

So why was the Hollywood community invited to a "Community Plan Scoping Session"

at First Presbyterian Church of Hollywood on May 17, 2016? To round out this recent history lesson, a lawsuit was filed shortly after the passage of the plan, and in December 2013, a superior court judge ruled that city leaders failed to comply with environmental laws and relied on inaccurate population data. The city was required by the judge to start afresh.

The May 17 "public scoping meeting" provided an opportunity for all members of the community to come together in an "open house" format with staff from the city's planning department to look at the various elements that will be studied and updated for the new plan. Maps and data were presented

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